



## **Franklin County Digital Marketing Adaptation Services**

### **REQUEST FOR PROPOSALS FOR PROFESSIONAL SERVICES FOR THE COUNTY OF FRANKLIN, VIRGINIA**

The County of Franklin, Virginia is seeking interested respondents to perform design of various digital marketing needs for tourism marketing promotion and professional online presence. Interested parties should review the following project information and respond accordingly.

#### **I. Introduction and Background**

The County of Franklin is situated in southwest Virginia, approximately twenty (20) miles south of Roanoke. The 2010 County population was 56,159 and was one of the fastest growing communities in this region of the Commonwealth at that time. The County has maintained a tourism program since 2005 when it funded its first full-time tourism position. The county is currently into its third-generation tourism website VisitFranklinCounty.com, the second launched Spring 2015 and the present Spring 2020. A key component with both websites was implementation of shared data integration with the state tourism agency's Virginia.org network.

Virginia.org is a nationally ranked state tourism website with extensive deployment toward Search Engine Optimization (SEO) for all individual listings within the network. The Request for Proposals (RFP) is to address past integration deficiencies with a successful outcome to allow Franklin County businesses and attractions to benefit from the value available through digital marketing and on-line presence.

The Virginia.org data sharing program can save tourism localities and regions considerable web site development time and costs. It allows information to be easily collected, inventoried and managed for community events, accommodations, attractions and packages. The information is regularly reviewed by state tourism public relations staff for story leads and ideas, as well as use by digital marketing staff for blogs and featured story line content. Once a community has listed its events, accommodations, attractions, shopping and packages, Virginia.org then sends this same local tourism information back to the community's own local tourism web site. This is a cost-effective

and timely way to market local tourism assets to consumers online. For more details and information on the datashare program, please visit:  
<https://www.vatc.org/marketing/digital-marketing/datashare/>

Concurrent to datashare integration, project will entail creation of a microsite based on theme of Centennial of Prohibition.

## **II. Project Objectives and Scope of Work**

The objective of this project is to provide two specific solutions: the seamless and professional datashare integration with Virginia.org via an XML feed to varied categories on VisitFranklinCountyVA.com and creation of a microsite for promotion of the Centennial of Prohibition.

### **1. VTC Integration**

#### **A. Website Layout**

Consultant will require authorization from Civics Plus to copy the header, footer and sidebar styling from the current Franklin County Tourism website. Once permission is granted, development will create separate mirror site utilizing a sub domain. VisitFranklinCountyVa.com will serve for the subsite website address.

#### **B. Venue Listings Integration with Virginia.org**

Venue listings will be integrated from the Virginia Tourism Corporation (VTC) XML feeds and display them on the website in a manner that highlights the relevant tourism areas. Venue Listings include but are not limited to areas such as attractions, accommodations, restaurants and shopping. Franklin County personnel will determine which feeds are most desired and relevant. Franklin County personnel will have the ability to turn off listings that do not meet the organization's internal standards.

#### **C. Calendar with Virginia.org Event Listings Integration**

The website will include a calendar component customized to match the Visit Franklin County website design. The calendar will be driven by the XML feed received from the Virginia Tourism Corporation. The calendar will be able to categorize events.

### **2. Centennial Microsite**

#### **A. Design & HTML**

The successful respondent will create a new microsite that will be dedicated to the promotion of the Centennial of Prohibition. Franklin County staff will present layout criteria for development by the consultant. The layout will be presented in photographic format and contain an image of the Home page. The final design will be created based on the County's feedback. The approved design will be converted into an HTML layout, utilizing CSS technology. The created layout

will be tested on Microsoft Edge, Firefox, Google Chrome, Safari, and Opera. Validation of the HTML code will be required.

### **B. Responsive Compatibility**

The Centennial of Prohibition microsite will be built in a manner that is fully responsive for computer, tablet and mobile device screen sizes.

### **C. Content Management System (CMS)**

After completion of the HTML programming, a CMS will be added to the microsite. The CMS will allow designated person(s), or administrator(s) from the County to login and manage the content of the microsite. The CMS should integrate the web-based JavaScript HTML WYSIWYG editor control, TinyMCE. TinyMCE will allow user(s) and administrator(s) to edit content for both text and style purposes. In addition to an editor control, the CMS component should incorporate a work flow process manager that allows user(s) and administrator(s) to add content that can be displayed on the microsite immediately or saved for future use.

### **D. Content Pages**

Up to ten pages of content will be developed. Options for additional pages to be included in proposal.

### **E. Contact Form**

The microsite will include an online contact form to allow visitors to submit questions at any time of day and prevent an increase in SPAM email.

### **F. Google Map**

It is requested that the response include an option for Google map to facilitate printable directions to selected locations.

### **G. Home Page Slideshow**

The microsite will contain a dynamic slideshow component. This component will allow microsite administrator(s) to upload images, links and corresponding text. The functionality will be dependent on the finalized design for the Centennial of Prohibition microsite.

### **H. Social Media Integration**

Desired social media (Facebook and Instagram) will be integrated into the Centennial of Prohibition microsite. This will streamline updates and help reduce a redundancy of work for the County staff.

## **3. Project Management, Testing, & Launching**

A project coordinator will be assigned to work with Franklin County staff to convey the vision and needs to the development team. The project coordinator will maintain an active role in managing the website development from start to completion. The website will be constructed on a demo site to provide visibility to Franklin County staff during each phase of the project. Franklin County personnel will actively review and provide input during the process to communicate questions, concerns, and requests to the project coordinator for implementation. Consultant will test for website functionality, usability, and

cross browser compatibility. Once testing is completed, Franklin County personnel will review the website, make revisions and learn how to use the content management system and other site features. When the website is completed and has been approved, the assigned domain will be directed to the new website.

#### **4. Microsite Hosting and Ongoing Maintenance**

##### **A. Site Management -**

Proposal shall include a recommended annual maintenance schedule, including:  
**Text Updates** – adding, editing and/or removing any text or copy on the existing site including any articles, reports, contact information and product or service descriptions.

**Daily Backups**– each day the website will be backed up and saved to a server.

**W3C Compliance** – maintain standards for measuring code quality, accessibility and browser compatibility.

**Spiderability**– ensure search engines, users with disabilities and users without Javascript enabled can access all of the pages. This will help search engine rankings and accessibility.

**ADA Compliance**– maintain web accessibility standards to ensure that individuals with disabilities can navigate and comprehend the website. This is a government regulation requirement for Non-Profit and Government agencies

**Cross Browser Compatibility** - include support across Microsoft Edge, Firefox, Google Chrome, Safari, and Opera.

##### **B. Hosting**

Proposer shall provide information and recommendation on whether the microsite should be hosted within the County’s internal information technology system or off-site. Each proposal shall make a case for the need and capacity to host the website, most notably being to provide seamless support as a necessity to keep programming and hosting under one roof. Discussion should include servers, as well as dedicated support team that is available 24 hours, managed firewall, managed security patches, anti-virus protection and managed backups.

##### **C. Reporting**

Respondent will discuss best practices for reporting of website traffic and will incorporate such a system within the project. At the minimum, Google Analytics will be established for the new microsite.

#### **III. Services**

Periodic updates, both written and in-person, regarding the progress of the design shall be given to the County staff assigned to oversee the project. The consultant may be asked to participate in

meetings with representatives of interest groups or businesses in order to secure comments regarding the recommendations prior to presentation to the County Board of Supervisors.

#### **IV. Criteria for Evaluating Proposals**

1. All proposals received shall be subject to evaluation by a Selection Committee comprised of County staff. The evaluation shall be for the express purpose of determining the offeror which best meets the RFP requirements. The following areas will be considered in the selection process:
  - a. **Understanding of the Project:** This refers to the consultant's demonstrated understanding of the County's needs, the objectives of the RFP, and the nature and scope of work involved.
  - b. **Consultant Qualifications:** This refers to the qualifications of the consultant to meet the needs of the RFP, particularly the time constraints; ability to achieve cooperation and participation by County staff, elected officials, and special interest groups; results of prior projects performed for Franklin County; and the quality and relevancy of recent studies and projects of a similar nature completed by the consultant.
  - c. **Professional Personnel:** This refers to the competence of professional personnel assigned to the project by the consultant. Qualification of all professional personnel will be measured by education and experience, with particular emphasis on experience and analysis of innovative practices related to the proposed project. Individual biographical resumes with specific project experience related to a study or project similar to the Franklin County project will be given strong consideration.
  - d. **Conflict of Interest:** The response shall specifically address any possible conflicts of interest and the proposer's position or response as to whether or not such other work or relationship may be deemed a conflict of interest with this project or study.
  - e. **Expected Timeframe:** The consultant's response should include an expected timetable for completion of the project, including various milestones as understood by the responder. The ability of the proposer to complete a quality job in a short timeframe will be a point of emphasis in the evaluation process.

#### **V. Response Requirements**

To be considered, the proposal must respond to all requirements in the RFP. Any other information believed to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal.

The proposal shall be divided into sections as indicated below:

1. *Point of Contact*

Offerors should list the name and contact information, including email address, of the person whom the County should contact regarding questions, requests, and decisions.

2. *Statement of Project Requirements*

Each proposer shall state in sufficient terms its understanding of the project requirements presented in this RFP.

3. *Scope of Work*

Each proposer shall describe in narrative form the proposer's technical plan for accomplishing the work. Please use the Project Objectives and Scope of Work discussion provided in Section II of this RFP as the point of departure. Additions to, or modifications of, the work descriptions are permissible, but reasons for changes shall be fully explained in the response.

4. *Personnel and Prior Experience*

Each proposal shall identify specific executive, professional, and technical personnel who will be assigned to the project. Identify the specific personnel to be assigned to this project by name, title, and area of expertise. The proposal shall indicate the responsibilities each person will have in the project and indicate the previous related work experience of each individual. Personnel indicated shall have appropriate expertise for this project and shall be actively engaged in completion of the tasks. List the assigned personnel's qualifications, including formal education, professional certifications and practical training. Explain past experience in projects of this nature and the direct experience of the assigned personnel. Include a description of tasks performed in similar projects. Any changes in assignment of personnel shall be reviewed with the County of Franklin to ensure consistent technical expertise throughout the term of the project.

Proposers must also describe their past experience with projects of the type proposed in the RFP. Respondents must include a list of at least two previous clients for similar work with contact names, phone numbers, and addresses. The response should include any other information that will assist the County of Franklin in determining the firm's qualifications, experience, and competence. Professional references shall be provided where practicable or when requested.

5. *Conflicts of Interest*

The proposer should identify any real or perceived conflicts of interest as it relates to this project.

6. *Expected Timeframe*

Proposers should use their understanding of the project to describe the expected timeline for completion of the scope of work. This should include a list of reasonable milestones and the timetable for the completion of each milestone.

## **VI. Proposal Submission**

**Proposals must be submitted to the individual below by 4:00 p.m., on Thursday, November 12, 2020**

**Karen M. Brown  
Franklin County Finance Manager  
1255 Franklin Street, Suite 111  
Rocky Mount, VA 24151**

No additional proposals will be received thereafter. One (1) digital and five (5) hard copies of each proposal must be submitted. The submission should be marked “**FRANKLIN COUNTY DIGITAL MARKETING RFP**” on the outside of the sealed envelope. The proposal will remain valid for at least sixty (60) days.

## **VII. Submission Evaluation and Contract Award**

The County of Franklin will evaluate each proposal based on the five sections referred to in Section IV. County Staff will review the proposals and score each offering received to arrive at a ranking schedule of the proposals. After review and ranking, County staff may recommend one firm for contract award or may select an unlimited number for interviews by the selection committee. Upon completion of the interviews, if any, one firm will be selected on the basis of overall response and evaluation scoring. Negotiations will then begin with the top rated firm on the final contract details and cost and, upon agreement between Staff and the consultant, the proposed contract will be submitted to the Franklin County Board of Supervisors for contract award. In the event that a satisfactory fee or contract cannot be negotiated with the highest rated firm, attempts will be made to negotiate with the other qualified firms in the order of their rankings. The County reserves the right to accept, reject, or to request changes in any and all proposals. The County will work closely with the selected consultant to develop or refine a detailed scope of work, schedule for completion of tasks and associated costs. The County is not liable for any costs incurred by the consultant prior to contract issuance.

## **VIII. Response Material Ownership**

The material submitted in response to the RFP becomes the property of the County of Franklin and will only be returned to the consultant at the County’s option. Responses may be reviewed by any person after the final selection has been made. The County of

Franklin has the right to use any or all ideas presented in reply to this request. Disqualification of a consultant does not eliminate this right.

**IX. Reference Checks**

The County of Franklin reserves the right to contact any reference or any client listed in the documents for information which may be helpful to the County in evaluating the consultant's performance on previous assignments.

**X. Questions and Additional Information**

Questions or requests for additional information and clarifications should be addressed to:

David Rotenizer, Director of Tourism  
Franklin County Office of Economic Development  
1255 Franklin Street, Rocky Mount, Virginia 24151  
540.483.3030  
David.Rotenizer@FranklinCountyVa.gov